



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office

NOTICE OF ALLOWANCE AND ISSUE FEE DUE

TM11/1120

BAKER & BOTTS  
2001 ROSS AVENUE  
DALLAS TX 75201-2980

APPLICATION NO.	FILING DATE	TOTAL CLAIMS	EXAMINER AND GROUP ART UNIT	DATE MAILED
09/162,825	09/29/98	028	TESFAMARIAM, M	2162 11/20/00
First Named Applicant	BOE, 35 USC 154(b) term ext. - 0 Days.			

TITLE OF INVENTION SYSTEM AND METHOD FOR PROFILING CUSTOMERS FOR TARGETED MARKETING

ATTY'S DOCKET NO.	CLASS-SUBCLASS	BATCH NO.	APPLN. TYPE	SMALL ENTITY	FEE DUE	DATE DUE
2 065027.0103	705-007.000	V34	UTILITY	YES	\$620.00	02/20/01

**THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED.**

**THE ISSUE FEE MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED.**

**HOW TO RESPOND TO THIS NOTICE:**

**I. Review the SMALL ENTITY status shown above.**

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

- A. If the status is changed, pay twice the amount of the FEE DUE shown above and notify the Patent and Trademark Office of the change in status, or
- B. If the status is the same, pay the FEE DUE shown above.

If the SMALL ENTITY is shown as NO:

- A. Pay FEE DUE shown above, or
- B. File verified statement of Small Entity Status before, or with, payment of 1/2 the FEE DUE shown above.

**II. Part B-Issue Fee Transmittal should be completed and returned to the Patent and Trademark Office (PTO) with your ISSUE FEE. Even if the ISSUE FEE has already been paid by charge to deposit account, Part B Issue Fee Transmittal should be completed and returned. If you are charging the ISSUE FEE to your deposit account, section "4b" of Part B-Issue Fee Transmittal should be completed and an extra copy of the form should be submitted.**

**III. All communications regarding this application must give application number and batch number. Please direct all communications prior to issuance to Box ISSUE FEE unless advised to the contrary.**

**IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.**

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**UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office**

Address: COMMISSIONER OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.
0162,825	09/29/98	BOE	B 065027.0103

BOE  
AVENUE  
5201-2980

TM11/1120

EXAMINER

TESFAMARIAM, M

ART UNIT

PAPER NUMBER

2162

DATE MAILED: 11/20/00

**Please find below and/or attached an Office communication concerning this application or proceeding.**

**Commissioner of Patents and Trademarks**

# Notice of Allowability

Application No.

09/162,825

Applicant(s)

Barbara J. Boe, et al.

Examiner

Mussie Tesfamariam

Group Art Unit

2764



All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance and Issue Fee Due or other appropriate communication will be mailed in due course.

☒ This communication is responsive to 08/15/2000

☒ The allowed claim(s) is/are 1-28

☐ The drawings filed on \_\_\_\_\_ are acceptable.

☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

☐ All ☐ Some\* ☒ None of the CERTIFIED copies of the priority documents have been

☐ received.

☐ received in Application No. (Series Code/Serial Number) \_\_\_\_\_

☐ received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\*Certified copies not received: \_\_\_\_\_

☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

A SHORTENED STATUTORY PERIOD FOR RESPONSE to comply with the requirements noted below is set to EXPIRE **THREE MONTHS** FROM THE "DATE MAILED" of this Office action. Failure to timely comply will result in ABANDONMENT of this application. Extensions of time may be obtained under the provisions of 37 CFR 1.136(a).

☐ Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL APPLICATION, PTO-152, which discloses that the oath or declaration is deficient. A SUBSTITUTE OATH OR DECLARATION IS REQUIRED.

☒ Applicant MUST submit NEW FORMAL DRAWINGS

☒ because the originally filed drawings were declared by applicant to be informal.

☐ including changes required by the Notice of Draftsperson's Patent Drawing Review, PTO-948, attached hereto or to Paper No. \_\_\_\_\_

☐ including changes required by the proposed drawing correction filed on \_\_\_\_\_, which has been approved by the examiner.

☐ including changes required by the attached Examiner's Amendment/Comment.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the reverse side of the drawings. The drawings should be filed as a separate paper with a transmittal letter addressed to the Official Draftsperson.

☐ Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Any response to this letter should include, in the upper right hand corner, the APPLICATION NUMBER (SERIES CODE/SERIAL NUMBER). If applicant has received a Notice of Allowance and Issue Fee Due, the ISSUE BATCH NUMBER and DATE of the NOTICE OF ALLOWANCE should also be included.

## Attachment(s)

☒ Notice of References Cited, PTO-892

☐ Information Disclosure Statement(s), PTO-1449, Paper No(s). \_\_\_\_\_

☐ Notice of Draftsperson's Patent Drawing Review, PTO-948

☐ Notice of Informal Patent Application, PTO-152

☐ Interview Summary, PTO-413

☐ Examiner's Amendment/Comment

☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material

☐ Examiner's Statement of Reasons for Allowance

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*Allowable Subject Matter*

9. Claims 1-28 are allowed.

10. The following is an examiner's statement of reasons for allowance: The prior art of record Hanson et al, 5974398 and Powers, 5956691 disclose in an on line interaction. Hanson et al also disclose in providing a user with request Hanson et al also disclose in providing the customer with options to adjust the customer's actual demographic information. However, Hanson et al and Powers considered as a whole fail to disclose or suggest claims 1, 10 in providing a feedback page that graphically illustrates data associated with the customer's standing in a selected peer group, providing options operable to adjust the customer's actual demographic to a hypothetical demographic, receiving and processing data associated with hypothetical demographic changes from the customer, or displaying hypothetical feedback information that graphically illustrate the hypothetical standing of the customer within the selected peer group.

11. The following is an examiner's statement of reasons for allowance: The prior art of record Hanson et al, 5974398 and Powers, 5956691 disclose in an on line interaction. Hanson et al also disclose in providing a user with request Hanson et al also disclose in providing the customer with options to adjust the customer's actual demographic information. However, Hanson et al and Powers considered as a whole fail to disclose or suggest claims 15, 20 in a survey operable to supply the customer data processing system with customer questions, receive and store responses,

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provide a feedback page, provide what-if options, receive hypothetical demographic changes, and display hypothetical feedback information.

12. The following is an examiner's statement of reasons for allowance: The prior art of record Hanson et al, 5974398 and Powers, 5956691 disclose in an on line interaction. Hanson et al also disclose in providing a user with request Hanson et al also disclose in providing the customer with options to adjust the customer's actual demographic information. However, Hanson et al and Powers considered as a whole fail to disclose or suggest claim 23, in disclosing in a survey system operable to supply the business data processing system with targeted marketing reports, the targeted marketing reports dynamically generated based on a set of decision rules, the set of decision rules dynamically generated based on data received from customers.

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13.

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Mussie Tesfamariam** whose telephone number is **(703)305-1393**. The examiner can normally be reached on Monday - Friday from 8:00 a.m. to 5:00 p.m. If attempts to reach the examiner by telephone are unsuccessful, the **examiner's supervisor, Jim Trammell** can be reached at **(703) 305-9768**.

Any response to this office action should be mailed to:

**Commissioner of Patents and Trademarks**

**Washington, D.C. 20231**

or **faxed to:**

**(703)308-9051**, (for formal communications intended for entry)

Or:

**(703)308-5357**, (for informal or draft communications, please label

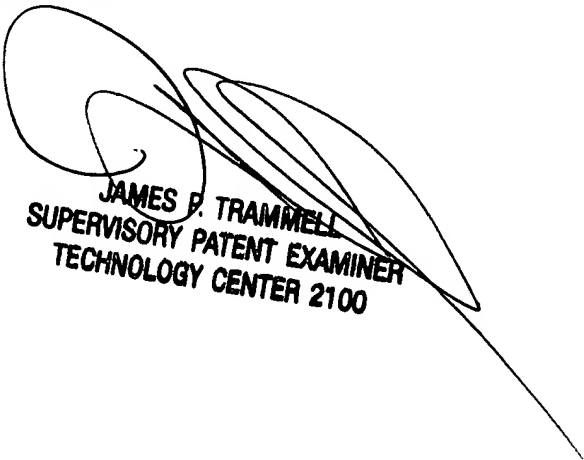
"PROPOSED" or "DRAFT")

**Hand-delivered** responses should be brought to **Crystal park II, 2121 Crystal Drive**

**Arlington, Virginia, (Receptionist).**

**Mussie Tesfamariam**

November 17, 2000

  
**JAMES P. TRAMMELL**  
**SUPERVISORY PATENT EXAMINER**  
**TECHNOLOGY CENTER 2100**